

The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

- ↖ A method of manufacturing a chart reflecting the value of an intangible asset of interest, comprising the steps of:
- establishing first and second variables related to the value of said intangible asset of interest;
- establishing a series of performance criteria statements probative of the value of said first and second variables;
- scoring each of said performance criteria statements;
- summing a plurality of scores obtained by said scoring step to generate first and second total scores based upon the extent to which individual statements accurately describe said intangible asset of interest;
- transforming physical media into a chart having a first axis relating to said first variable and a second axis relating to said second variable;
- physically plotting a point on said chart, said point being located at coordinates corresponding to said first and second total scores, respectively; and,
- using said chart in making at least one decision regarding the value of said intangible asset of interest.

2. The method of claim 1, wherein said generating step comprises the steps of:

- choosing, from sets of performance criteria statements in said series, individual statements which most accurately describe said intangible asset of interest;
- determining, for each said set of performance criteria statements, first and second scores based at least in part on the particular statement chosen from the set,

said first and second scores relating to said first and second variables, respectively;  
        summing a plurality of said first scores to obtain a first total score relating to  
    said first variable; and,  
        summing a plurality of said second scores to obtain a second total score  
    relating to said second variable.

3. The method of claim 1, further comprising the steps of:

    assigning to each said performance criteria statement first and second  
    weighting factors reflecting an extent of impact of said statement on said value of said  
    first and second variables, respectively;  
    using said weighting factors in determining said first and second total scores.

4. The method of claim 1, further comprising the step of:

    placing a label in each of four quadrants of said chart, or in such other zones in  
    which said chart may be divided, each label representing the extent to which points in  
    a quadrant reflect a balance between said first and second variables.

5. The method according to claim 1, wherein said first and second variables comprise  
    two independent variables.

6. The method according to claim 1, wherein said intangible asset of interest  
comprises a technological asset and wherein said first variable comprises commercial  
strength.

7. The method according to claim 1, wherein said intangible asset of interest comprises a technological asset and wherein said second variable comprises technical strength.
8. The method according to claim 1, wherein said intangible asset of interest comprises a technological asset and wherein said first variable comprises commercial strength and said second variable comprises technical strength.
9. The method according to claim 1, wherein said intangible asset of interest comprises a research and development organization and wherein said first variable comprises short-term performance.
10. The method according to claim 1, wherein said intangible asset of interest comprises a research and development organization and wherein said second variable comprises long-term performance.
11. The method according to claim 1, wherein said intangible asset of interest comprises a research and development organization and wherein said first variable comprises short-term performance and said second variable comprises long-term performance.
12. The method according to claim 1, wherein said intangible asset of interest comprises a university and wherein said first variable comprises research excellence.

13. The method according to claim 1, wherein said intangible asset of interest comprises a university and wherein said second variable comprises teaching excellence.

14. The method according to claim 1, wherein said intangible asset of interest comprises a university and wherein said first variable comprises research excellence and said second variable comprises teaching excellence.

15. The method according to claim 1, wherein said intangible asset of interest comprises a private-sector company and wherein said first variable comprises the strength of today's business.

16. The method according to claim 1, wherein said intangible asset of interest comprises a private-sector company and wherein said second variable comprises tomorrow's business.

17. The method according to claim 1, wherein said intangible asset of interest comprises a private-sector company and wherein said first variable comprises the strength of today's business and said second variable comprises the strength of tomorrow's business.

18. A chart for providing a graphical indication of the value of an intangible asset of interest, wherein said chart is created according to the method of claim 1.

19. The method according to claim 1, further comprising the steps of:  
calculating the future value of an intangible asset by iterating said scoring,  
summing, transforming, and plotting steps using new rating levels, determined  
through a code in the format x, y, z where x is a number of improvement steps  
which the asset is likely to achieve if its current position is at a lowest performance  
level, y is a number of improvement steps that the asset is likely to achieve if its  
current position is at a next highest performance level, and z is a number of  
improvement steps the asset is likely to achieve if its current position is at a next  
highest performance level.

20. The method according to claim 1, further comprising the steps of:  
repeating said steps of establishing, scoring, summing, transforming, and  
plotting for a plurality of intangible assets of interest, whereby said chart is caused  
to show a plurality of points corresponding to said plurality of intangible assets of  
interest.

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